

Above the bar hangs a 103" Panasonic monitor,
Nebraska's largest plasma monitor on public display.



In addition to 52 flat panel
monitors, 8 projection
systems allow sports fans
to catch all the action



AV Integration by

CONCEPTS 
AV INTEGRATION

DJ's Dugout Downtown
Taking Guests Front Row with AV Integration

Giving Sports Fans Front Row Seats to Every Game



By the time DJ's Dugout Sports Bar and Blazin' Pianos set its sights on Omaha's rapidly developing downtown area, it had already established itself as one of Omaha's go-to venues for sports viewing and live entertainment. With its third establishment opening across the street from the Qwest Center and just five blocks south of the TD Ameritrade Park, DJ's needed an AV system that capitalized on its high traffic location while meeting the needs of avid sports fans and live entertainment enthusiasts alike.

To draw attention to the venue the CONCEPTS AV team proposed an ambitious centerpiece: A 103" Panasonic plasma TV - Nebraska's largest plasma TV on public display. The massive undertaking garnered media coverage as CONCEPTS' technicians hoisted the mammoth screen to its mount above the venue's highly visible main bar. While the massive display draws in passersby, nearly 60 additional visual displays plaster the walls to keep sports fans satisfied. When the games end, the adjoining DJ's Blazin' Pianos dueling piano show keeps guests there and wanting to come back again.

THE CHALLENGES

The building was completely gutted and the roof removed, challenging CONCEPTS AV Integration to develop an AV system around bare brick walls and high imaginary ceilings. Although the primary focus of DJ's Dugout was sports viewing, CONCEPTS had to create a system that would simultaneously accommodate live entertainment including the Blazin' Pianos dueling piano show. In addition to leaving much to the imagination of CONCEPTS designer, Kenny Pitzl, the 22 ft. ceiling left installers with cable feed challenges.

The retrofit nature of the building also meant that CONCEPTS would be working alongside other contractors, construction workers and painters as the building developed. This required open communication with the workers on site to plan working around one another efficiently. Since AV is at the end of the construction process, installation progress was often contingent on construction deadlines being met on time.

While the building provided many design and installation challenges, the numerous AV components challenged CONCEPTS programmer Horton Simons. DJ's needed a means to control all of the components of their AV system from both the racks and behind the main bar. This challenged CONCEPTS to develop manageable controls for an AV system that included over 50 flat panel monitors, eight projectors, three movable screens and audio for both the sports bar and live entertainment.



NO SMALL FEAT

- Approximate weight: 485 pounds
- A lift was needed to remove it from the shipping truck
- The wall needed special reinforcement to hold its weight
- Special support beams and electric lifts were required to lift it into place



No matter where guests are seated, they're guaranteed a front row seat with over 50 50" flat panel monitors, eight projection systems and the 103" Panasonic plasma monitor to view their favorite sporting events

(left) The 103" Panasonic plasma monitor hangs over the bar with four 50" flat panel monitors on each side.



Getting Everyone to the Game

The AV system for DJ's Dugout Downtown was designed with the primary focus of sports viewing. The venue's proximity to both the Qwest Center and the TD Ameritrade Park makes DJ's Dugout a prime choice for sporting event patrons go grab that post-game refreshment. To give sports fans a chance to see post-game highlights or catch the scores of other games, CONCEPTS designed an AV system with 60 viewable monitors and projectors.

The centerpiece of the DJ's Dugout AV system is a 103-inch Panasonic plasma monitor that is mounted above the main bar. The massive screen makes DJ's Dugout Downtown owners of Nebraska's largest plasma TV on public display. Surrounding the enormous plasma TV above the bar are eight additional 50-inch flat panel monitors that almost seem small in comparison (pictured above). These eight flat panel monitors are among 51 total 50-inch flat panel monitors that cover the walls of DJ's Dugout.

While easier than hanging the 103-inch Panasonic plasma TV, which required special lifts and reinforcements, hanging the 50-inch flat panel monitors was no easy feat. The 22-foot ceiling made running cables to the monitors a challenge as the cables needed to extend further down the wall than with usual ceiling heights.

In addition to the flat panel monitors, CONCEPTS included eight projection systems. Five of the projection systems use Da-Lite fixed frame screens while three are electric motorized Da-Lite screens.

The 60 viewable monitors and projectors make it possible to show up to 36 different sporting events simultaneously. With so many options, every customer is guaranteed a chance to see the event of their choice. If a sporting event is not on Cox cable or Direct TV DJ's has the ability to show live computer streaming on any of their screens ensuring that, no matter what the sporting event, DJ's has the ability get their customers to the game.

While over 60 viewable monitors and projectors give customers the best views to the games, CONCEPTS relied on a SoundTube pendant speaker distributed audio sound system to provide the audio for the sports bar. CONCEPTS designed the audio system so that it could be heard over a high-ceilinged bar packed with customers without inhibiting conversation when the bar was not at capacity. Additionally, the audio for the sports bar had to be able to be heard over the sound of dueling pianos or any other live entertainment that was happening on the other side of the false wall.



Special care needed to be taken to ensure that the audio from the live entertainment venue did not interfere with those watching events in the adjoining sports bar.

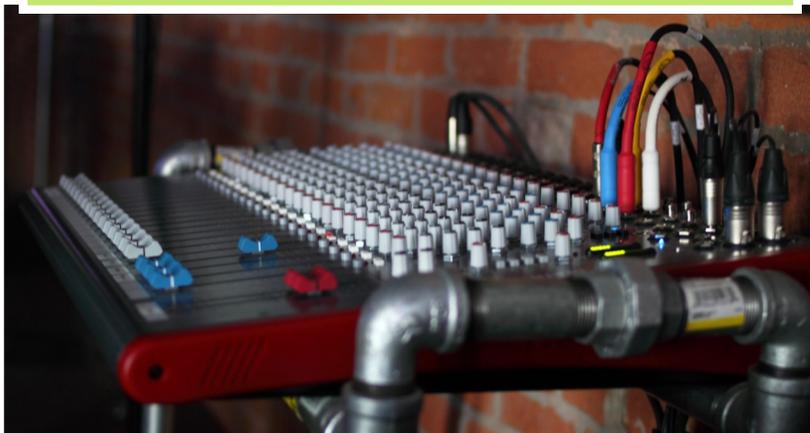
SETTING THE STAGE FOR LIVE ENTERTAINMENT

With just a retractable wall separating the DJ's Sports Bar from the live entertainment venue, CONCEPTS was challenged to design a system that allowed both live entertainment and sports viewing to occur simultaneously. CONCEPTS had to ensure that the sound of dueling pianos did not interfere with those watching sporting events on the other side of the wall. The stage area also needed to be designed so that it could be used for additional sports viewing when it was not hosting live entertainment.

Like DJ's sports bar, the live entertainment venue also relied on SoundTube speakers for audio. To create a sound better suited for DJ's Blazin' Pianos and other live entertainment, CONCEPTS installed a Renkus-Heinz stereo sound system with an Allen and Heath mixing console.

Since the main focus of DJ's Dugout Downtown was sports viewing the stage area also needed the ability to host additional sports fans when there was no live entertainment. Three projection systems with Da-Lite motorized screens were installed behind the stage to provide for more sports viewing.

Designing for DJ's Blazin' Pianos required CONCEPTS to create different sound than the rest of the sports bar. To accomplish this, a Renkus-Heinz stereo sound system with an Allen and Heath mixing console was used for the live entertainment venue.



CONTROLLING THE COMPONENTS

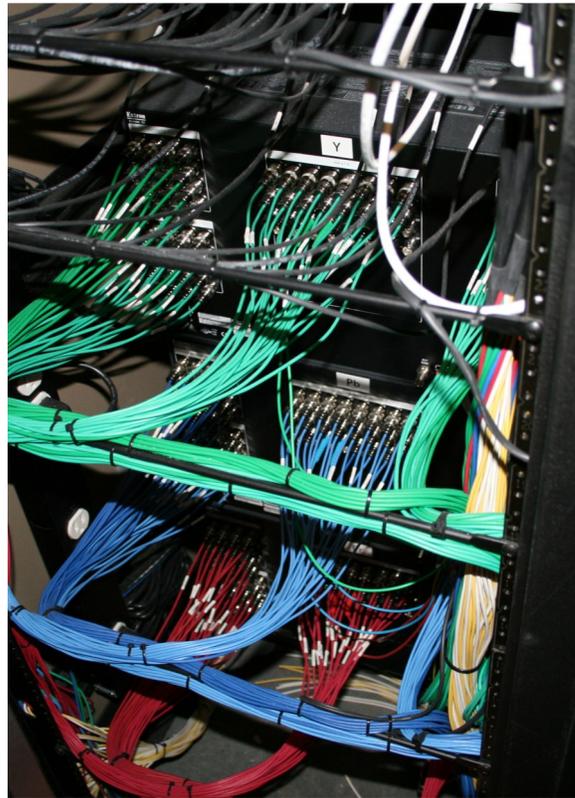
For a venue that has customers lining the block waiting to get in on weekend nights, an easy to use control system was imperative. On nights when DJ's hits capacity, there are no hands to spare and no time to deal with an overly complicated AV system.

CONCEPTS was challenged to create a control system that was easy for DJ's staff to use and could be accessed from multiple locations. To minimize the time it took to change video or audio feeds, it was imperative that DJ's not only be able to control their AV system from the rack in the control room, but from behind the bar as well.

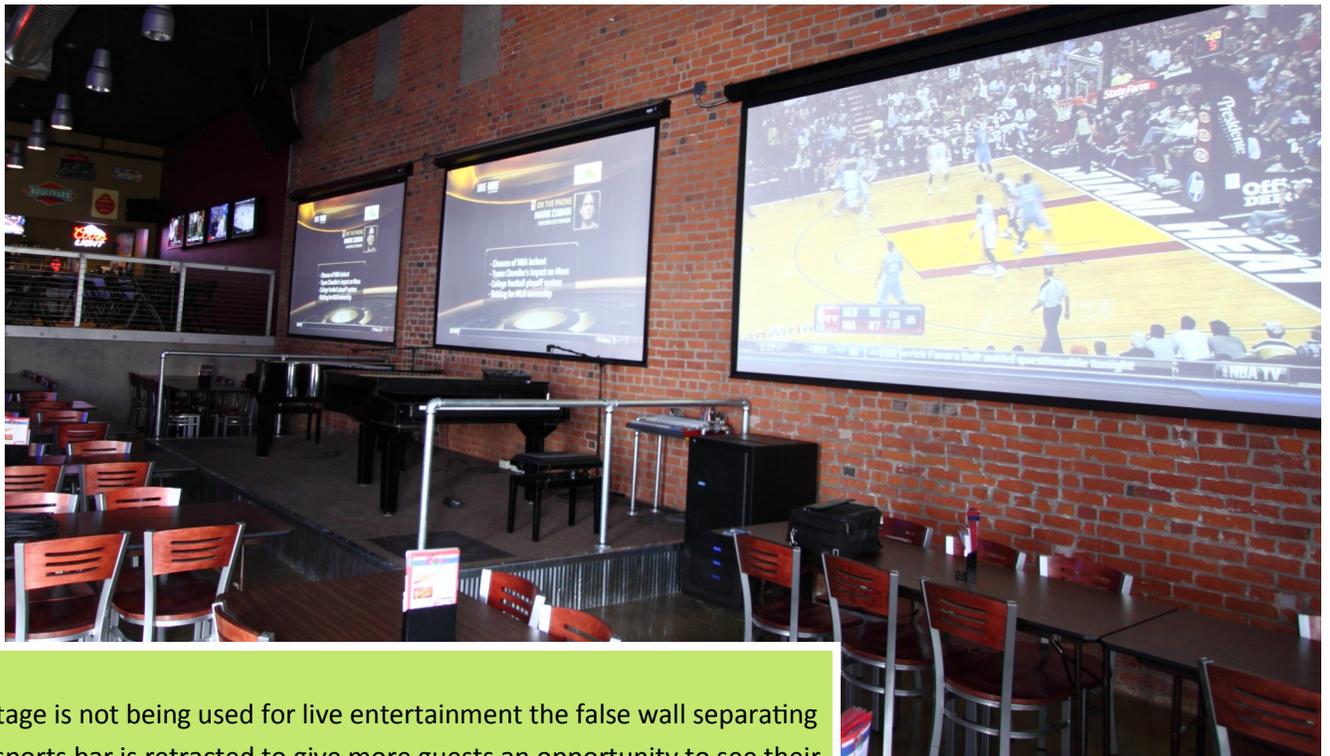
To control all of the components from both the rack and behind the main bar CONCEPTS used an AMX control system. The AMX control system allows for communication between all of the AV components making it possible to change audio and video feeds. To control the video components an Extron 64 x 64 Component Video Matrix switcher was used while the audio routing was managed by an Extron 24 x 24 Stereo Audio Matrix switcher. The control system is housed in three Middle Atlantic Racks.

From either the racks in the control or from behind the main bar, DJ's can change the video feed on any of their 60 viewable monitors and projectors with just a touch of a button. They can also change audio feeds, control lighting and raise or lower projector screens. After the AV system was installed and programmed, DJ's added motorized blinds to their windows that were also programmed to be controlled by the same AMX system.



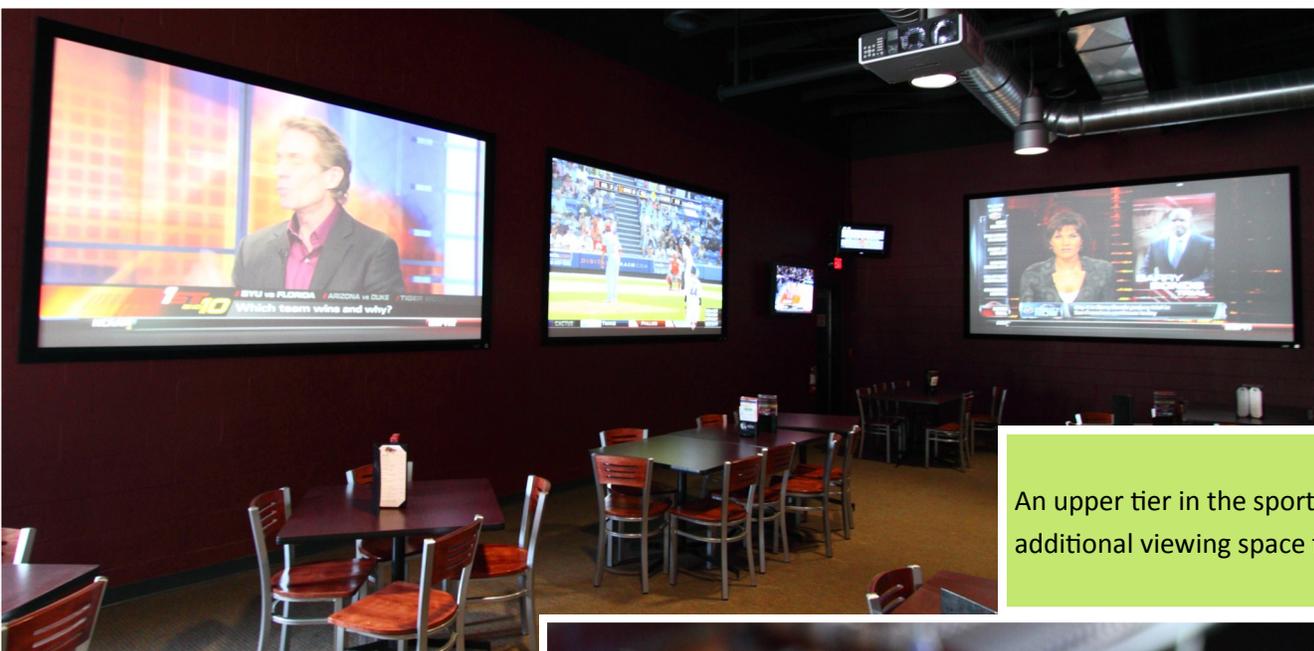
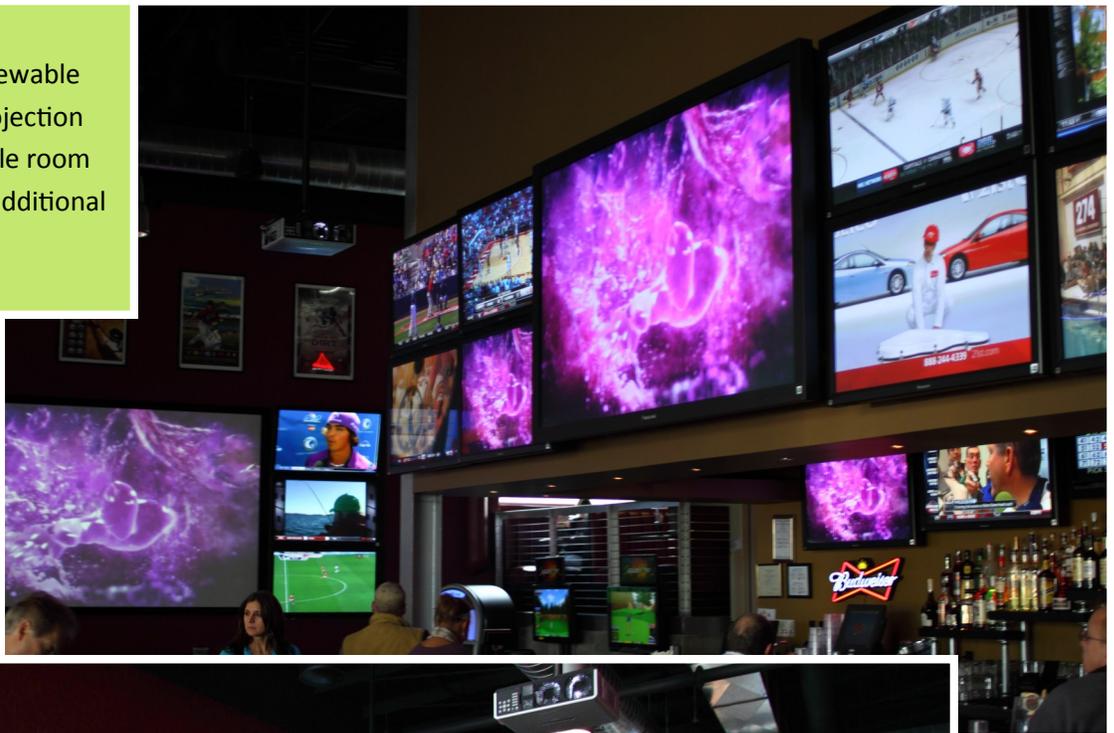


DJ's AV system is controlled by an AMX control system that is housed in three Middle Atlantic Racks. Controls can also be accessed from behind the main bar for quick and convenient switching.



When the stage is not being used for live entertainment the false wall separating it from the sports bar is retracted to give more guests an opportunity to see their sporting event.

The numerous viewable monitors and projection displays leave little room on the walls for additional decoration.



An upper tier in the sports bar provides additional viewing space for customers.

The live entertainment venue uses a Renkus-Heinz stereo sound system with an Allen and Heath mixing console to achieve more of a stage sound than the sports bar.



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